



Mark Young
New York Metro

March 11, 1998

To: Greg Brown
Mark Gambardella
Louann Alese
Charlie DiBenedetto
Lee Maney
Greg Mitchell
Steve Grossberg

Subject: March Promotions / Winston B2G2F and New Salem B1G1F

Dear Managers,

As everyone is aware, our Marlin share numbers have been soft over the past few months. One factor that has helped create this situation is the level of promotions that PM has been "flooding" into the retail stores. PM's scheduled activity for March will be heavier than what we've seen in January & February with the \$.25 quarter end promotion, the B4G1F's and in the Boro's of NYC, the special large allocation of Marlboro B2G1F's.

The direct accounts have just received our Winston B2G2F promotion throughout the entire region as well an additional Salem B1G1G in the Salem Test area. To have a chance of holding our share during this heavy Marlboro promotion month, it is extremely important that we get our 2 promotions in the retail stores. Every Sales/Territory Representative "Must Ask" every retail store identified to receive these promotions "if they actually got them". If not, then get on the phone to the wholesaler and see where their promotion is. This is especially important for the Salem B1G1F in the test area. The January Salem B1G1F has remaining inventory still sitting in many direct accounts. Let's get these high demand retail promotions to the stores Buy-Somes will move out quickly! If a retail store sold the original display and want's more call the direct account and see if there is extra product to send.

Sincerely,

Mark Young

cc: Kam's, Am's, Rm's, Mike McHugh

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